

## EPA Fuel Economy Label Focus Group Distribution Options

### New option proposed on 1/14/10

Male, Seattle, ICE	Female, Seattle, ICE
Male, Charlotte, ICE	Female, Charlotte, ICE
Male, Houston, ICE	Female, Houston, ICE
Male, Chicago, ICE	Female, Chicago, ICE
Male, Seattle, ATV	Female, Chicago, ATV

### Option 1 - 8 groups, separate gender, geography, mixed vehicle types (current screener)

Male, Seattle	Female, Seattle
Male, Charlotte	Female, Charlotte
Male, Houston	Female, Houston
Male, Chicago	Female, Chicago

### Option 2 – 8 groups, separate gender and vehicle types

Male, hybrid, Seattle	Female, ICE, Seattle
Male, hybrid, Charlotte	Female, ICE, Charlotte
Female, hybrid, Houston	Male, ICE, Houston
Female, hybrid, Chicago	Male, ICE, Chicago

### Option 3 – 16 groups, separate gender, vehicle types, and geography

Male, hybrid, Seattle	Male, ICE, Seattle
Female, hybrid, Seattle	Female, ICE, Seattle
Male, hybrid, Charlotte	Male, ICE, Charlotte
Female, hybrid, Charlotte	Female, ICE, Charlotte
Male, hybrid, Houston	Male, ICE, Houston
Female, hybrid, Houston	Female, ICE, Houston
Male, hybrid, Chicago	Male, ICE, Chicago
Female, hybrid, Chicago	Female, ICE, Chicago

### Option 4 – 12 groups, separate gender, vehicle types, and geography

Male, hybrid, Seattle	Male, ICE, Seattle
Female, hybrid, Seattle	Female, ICE, Seattle
Male, hybrid, Charlotte (or Houston)	Male, ICE, Charlotte (or Houston)
Female, hybrid, Charlotte (or Houston)	Female, ICE, Charlotte (or Houston)
Male, hybrid, Chicago	Male, ICE, Chicago
Female, hybrid, Chicago	Female, ICE, Chicago